

DEPARTMENT OF THE NAVY
BUREAU OF NAVAL PERSONNEL
WASHINGTON, D.C. 20370-5000

IN REPLY REFER TO

BUPERSINST 1710.15
Pers-65
31 JAN 1995

BUPERS INSTRUCTION 1710.15

From: Chief of Naval Personnel
To: All Ships and Stations

Subj: DEPARTMENT OF THE NAVY ENTERTAINMENT MOTION PICTURE
PROGRAM ADMINISTRATION

Ref: (a) SECNAVINST 5870.4

Encl: (1) Department of the Navy Entertainment Motion Picture
Program Regulations

1. Purpose. To provide guidance on the administrative and operational procedures necessary to participate in the Department of the Navy (DON) Navy Entertainment Motion Picture Program, and to establish the authority and responsibilities of the Navy Motion Picture Service (NMPS).

2. Cancellation. NAVMILPERSCOMINST 1710.1 and Report Control Symbol NMPC-1710-5.

3. Applicability. This instruction is applicable to all users of films and videocassettes distributed by the U.S. Navy Motion Picture Service.

4. Action. All levels of command shall comply with the provisions of this instruction.

5. Forms and Reports

a. NAVPERS 1710/1 (Rev. 10-84), Notification of Motion Picture Transfer, S/N 0106-LF-017-1007, is available in the Navy supply system and may be requisitioned per NAVSUP-2002.

b. NAVPERS 1710/8 (Rev. 8-94), Monthly Exhibition and Attendance Record, is available from NMPS.

c. Report BUPERS 1710-4, Monthly Exhibition and Attendance Record (enclosure (1), paragraph 16b) is approved for 3 years from the date of this instruction and should be submitted to NMPS.

Distribution: (See next page)

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DEPARTMENT OF THE NAVY ENTERTAINMENT MOTION PICTURE
PROGRAM REGULATIONS

1. Background. The Navy Motion Picture Service (NMPS) has been in existence since circa 1920. Originally organized to provide 35mm entertainment motion picture service for the fleet, it also provided movies to shore activities. In 1972 NMPS shifted entirely to 16mm prints afloat and ashore, and in 1983 afloat commands were converted to videocassette format.

2. Program Management Authority. Responsibility for the Department of the Navy (DON) Entertainment Motion Picture Program (NAVEMPROG) has been assigned to the Officer in Charge, Navy Motion Picture Service (NMPS). This activity was established with the approval of the Secretary of the Navy by OPNAV Notice 5450 of 10 March 1976.

3. Mission. NMPS has NAVEMPROG management authority, including procurement and distribution of entertainment motion pictures provided to shore and afloat units within the Navy, Marine Corps (USMC), Coast Guard (USCG), ships of the Military Sealift Command (MSC), designated ships of the National Oceanic and Atmospheric Administration (NOAA), State Department Foreign Service posts; and various embarked, deployed, research, and expeditionary forces around the globe.

4. Sole Source. The motion picture industry regards NMPS as its sole source contact for the NAVEMPROG product procurement and for public exhibition of these products for the Navy, USMC, USCG, MSC, and NOAA. For the purpose of this instruction, the terms "movies" or "motion pictures" include both film and videocassette formats. ANY ACTIVITIES SERVICED BY NMPS AND ANY OTHER NAVY ACTIVITIES NOT SERVICED BY NMPS WILL NOT CONTACT OR NEGOTIATE WITH ANY COMMERCIAL SOURCE FOR THE PURPOSE OF PROCURING ADDITIONAL ENTERTAINMENT MOTION PICTURE PRODUCTS. THE USE OF APPROPRIATED OR NON-APPROPRIATED FUNDS BY ACTIVITIES OTHER THAN NMPS FOR PROCURING ADDITIONAL ENTERTAINMENT MOTION PICTURES IS PROHIBITED.

5. Operational Responsibilities, Tasks, and Functions of NMPS. The Navy Motion Picture Service:

a. Approves requests for the establishment of entertainment motion picture programs and sets operating guidelines and financial standards to ensure the overall success of the NAVEMPROG.

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b. Establishes program user fees as necessary and collects such funds from NAVEMPROG participants.

c. Assists Navy Regional Contracting Centers in technical areas concerning negotiation, administration and preparation of contracts with individual motion picture companies for the procurement of entertainment motion picture films and videocassettes.

d. Screens, selects, procures and programs all entertainment motion pictures for distribution to Navy, Marine Corps and Coast Guard units afloat and ashore world-wide, to eligible MSC and NOAA ships and other selected organizations.

e. Directs, administers and controls the shore NAVEMPROG in the Continental United States (CONUS) and overseas by:

(1) Supervising the distribution, circuiting, and transportation of motion picture films among Navy, Marine Corps and Coast Guard theaters.

(2) Arranging circuits with a transportation pattern so as to afford each theater on a particular circuit access to all films distributed by NMPS and adjusting those circuits as required.

(3) Assisting activities in planning their theater programs and operations and conducting official reviews at periodic intervals of all activities served.

(4) Analyzing attendance and financial trends at individual theaters and other exhibition sites to determine movie program effectiveness.

(5) Adjusting print flow to both individual sites and circuits based on audience interest, attendance, and theater financial performance.

(6) Realigning circuits to improve print flow as necessary due to site closures or additions, transportation efficiency, and attendance.

f. Directs and monitors the fleet NAVEMPROG by:

(1) Establishing, monitoring, and adjusting all on-board videocassette libraries and circuits.

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(2) Maintaining liaison with the Fleet Commanders in Chief or subordinate commanders to coordinate actions related to the fleet aspect of the NAVEMPROG.

(3) Conducting on-site reviews aboard ships participating in the NAVEMPROG to ensure adherence with the policy and provisions of this instruction.

g. Rendering accountings of attendance compiled from reports required by motion picture contracts.

h. Issuing directives to exhibiting activities covering technical procedures for the circulation and care of motion picture films and videocassettes.

i. Reviewing movie damage or loss and taking such action as may be required, including assessment against the responsible activity.

j. Maintaining an inventory control system.

k. Recalling and accounting for lease-expired motion pictures.

l. Advising the Bureau of Naval Personnel (Pers-65) regarding exhibition sites to ensure compliance with all regulations related to DON motion picture usage.

m. Authorizing establishment and disestablishment of exhibition sites.

n. Suspending motion picture exhibition privileges of delinquent shore activities and ships where deemed necessary.

o. Providing technical theater engineering assistance in the areas of sound systems, speakers, acoustics, projectors, screens, concessions, and other theater related areas.

p. Providing quality control and inspection of films and videocassettes.

q. Performing such other duties and functions as may be directed by a higher authority.

6. Copyright Policy. All movies distributed by NMPS are copyrighted properties protected under U.S. Copyright Law. In addition SECNAVINST 5870.4 and any superseding regulations apply U.S. Copyright Law to the DON. Copyright law affects all media of entertainment movies

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distributed by NMPS whether on video or film. All NMPS programs are copyrighted material licensed solely for public showing by the DON. As such, it is absolutely critical that movies not be duplicated, edited, or loaned out for private use at any time. Violation of U.S. Copyright Law may jeopardize the NAVEMPROG. Additionally violation may result in Uniform Code of Military Justice action as well as civil and criminal penalties.

7. Nature of DON Entertainment Motion Pictures. Entertainment motion pictures are leased rather than purchased and must be returned to the cognizant film distribution company or their disposition or loss must be accounted for. The contracts also contain restrictions governing the use of the movies both as to the locations where they may be shown and as to the people who are eligible to attend. Unauthorized use by Navy exhibition sites can result in DON liability for breach of contract and to a breakdown in good contract relations.

8. Procurement. The following outlines procurement policy.

a. Procurement Goals. The goal of the NAVEMPROG is to procure a sufficient quantity of feature films to meet the entertainment needs of the fleet and shore commands.

b. Procurement Sources. All responsible owners, producers, and distributors of entertainment motion pictures are considered potential sources of supply.

9. Afloat Personnel Eligibility. All personnel assigned to ships authorized by NMPS to participate in the NAVEMPROG are eligible for on-board viewing. NMPS videocassettes are authorized for shipboard exhibition only on SITE-CCTV systems while ships are deployed and in port. In the absence of a SITE-CCTV system, commanding officers may designate areas in which videocassettes may be viewed.

10. Shore Activity Attendance Eligibility. NMPS film distribution is primarily designed to meet the movie entertainment needs of active duty Navy, Marine Corps and Coast Guard personnel and their dependents. All such personnel are authorized to attend DON motion picture exhibitions. Others authorized to attend are:

a. Active duty personnel of other services and their dependents.

b. All persons eligible to use Morale, Welfare and Recreation facilities and programs, and their dependents and guests.

c. Military reservists and their dependents.

d. Military personnel of foreign nations and their dependents when serving in the United States or serving at U.S. Navy installations overseas.

e. Guests of eligible personnel.

f. U.S. citizens attached to U.S. embassies, consulates, and other foreign service/United States Information Agency posts, their dependents and guests, are authorized to attend exhibitions located within U.S. embassies, consulates, and other selected posts.

g. Retired military personnel and their dependents.

h. Dependents and unremarried widows of deceased/Missing in Action military personnel.

i. Civilian employees of the Department of Defense (DoD) when traveling under official orders.

j. Civilian employees of the DoD and their dependents in overseas areas.

k. Patients in naval hospitals.

l. Members of the Public Health Service, NOAA, uniformed salaried members of the Red Cross and other organizations, when assigned to and serving with the Armed Forces.

11. Admission Charges

a. Admission charges are required for attendance at DON motion picture exhibitions ashore. Local audit procedures will be established to prevent falsification of receipts and attendance figures in connection with the exhibition of each movie.

b. There will be an admission charge for each person for each motion picture except for children under 6 years of age.

c. The minimum admission prices to be charged are one dollar (\$1.00) for children (ages 6 through 11) and two dollars (\$2.00) for adults. These minimums have been established in consideration of contractual obligations and attendance-based premiums paid by NMPS to motion picture providers. Higher admission prices may be charged based on theater financial requirements and careful analysis of local market conditions. NMPS guidance and concurrence is strongly

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recommended in this regard. In all cases, the actual admission charged is required on the monthly submission of NAVPERS 1710/8, Monthly Exhibition and Attendance Record. Exceptions to the admission charge requirements may be granted only upon submission of a written request, with strong justification, from the commanding officer to the Director, NMPS.

12. Selection Criteria for NAVEMPROG. Motion pictures will be selected primarily for the entertainment of active duty Navy, Marine Corps, and Coast Guard personnel with the aim of providing the best available productions. Selection will be based on the entire motion picture, as produced, with respect to its impact as entertainment. The decision to select a motion picture production will take note of the classification accorded it under the Motion Picture Association of America (MPAA) rating system, as follows:

MPAA RATING

G	General Audience. All ages admitted.
PG	Parental Guidance Suggested. Some material may not be suitable for children.
PG-13	Parents Strongly Cautioned. Some material may be inappropriate for children under 13.
R	Restricted. Under 17 requires accompanying parent or adult guardian.
NC-17	No one under 17 admitted.

13. Censorship. NMPS movies will not in any way be censored, altered or cut by any users thereof. Commanding officers may decide not to exhibit a motion picture aboard their command if in their opinion its exhibition would have an adverse impact on morale, but no alteration will be made.

14. Concessions. The primary function of a movie theater is to exhibit movies, but the main source of net revenue is the concession stand, not the box office. Concession sales are a required element of all paid admission Navy theater programs.

15. Requesting NMPS Service. Initial requests for service must be submitted in writing by the commanding officer to Director, NMPS, with a copy provided to major claimants. All requests must include a point of contact with commercial phone/fax and mailing address. NMPS will respond to all requests for service upon receipt of written request.

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NAVPERS 1710/1 (Rev. 10-84), Notification of Motion Picture Transfer. This form will be completed by both afloat and ashore program participants following instructions printed on the form. All participants must complete and submit this form.

16. Action

a. NAVPERS 1710/1 (Rev. 10-84), Notification of Motion Picture Transfer. This form will be completed by both afloat and ashore program participants following instructions printed on the form. All participants must complete and submit this form immediately upon receipt verification of motion picture transfer. The form will be used in all cases of motion picture (16mm and videocassette) transfers and copies will be retained for 2 years.

b. NAVPERS 1710/8 (Rev. 8-94), Monthly Exhibition and Attendance Record (BUPERS Report Control Symbol 1710-4). Unless otherwise indicated, this report is required for ALL NMPS motion picture ashore exhibition sites whether classified as "pay" or "free." Actual attendance and admission prices at paid exhibition sites will be reported. Free admission sites will report actual attendance except for those outdoor theaters without fences or other means of controlling attendance in which case a reasonable method of estimating attendance will be used. Children under 6 years of age will not be included in any of the counts. Attendance will not be reported for shipboard exhibition of NMPS 16mm and videocassette motion pictures. The record will be completed and submitted within 5 working days after the end of each month to Director, Navy Motion Picture Service. CATS (Civic Action Teams), Deployed Expeditionary Forces, Field Training Exercises and Operation Deep Freeze are exempt from reporting requirements. Marine Corps activities shall send an additional copy to the Commandant of the Marine Corps (Code MWD). Copies of this report will be retained for 1 year.

c. The Director, Navy Motion Picture Service is authorized to suspend motion picture privileges to those ships or stations which, after warnings, continue to submit erroneous data, fail to submit required reports/forms, or fail to answer discrepancy letters.